

Message Text

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ACTION AF-10

INFO OCT-01 ISO-00 /011 W
-----014919 231053Z /12
R 221507Z AUG 77
FM AMEMBASSY KIGALI
TO SECSTATE WASHDC 5168
USIA WASHDC

LIMITED OFFICIAL USE SECTION 1 OF 2 KIGALI 1055

STATE FOR MOOSE:

USIA FOR REINHARDT

E.O. 11652: N/A
TAGS: N/A
SUBJECT: USIA PROGRAMMING

REF (A) STATE 193696, (B) KIGALI 370 AND 371

SUMMARY: WE ARE PLEASED THAT USIA PROGRAMMING IS NOW TO BE MORE CLOSELY INTEGRATED INTO OVERALL COUNTRY PLANNING. OUR PROBLEM, HOWEVER, IS THAT WE HAVE NO USIA RESOURCES TO INTEGRATE. OUR PARM GIVES VERY HIGH PRIORITY TO "PUBLIC DIPLOMACY", AND EVEN WHILE LACKING PAO AND USUAL USIS ACCOUTERMENTS WE ARE ATTEMPTING TO CARRY ON ACTIVE INFO/CULTURAL PROGRAM IN SUPPORT OF PARM OBJECTIVES. WE HAVE EVEN BIGGER IDEAS AND PLANS FOR FUTURE, BUT THEY HINGE ON OBTAINING MAJOR INCREASE IN USIA BUDGETARY SUPPORT. REQUEST YOUR HELP IN THIS REGARD. END SUMMARY.

1. AS I HAVE ALREADY STATED IN A LETTER TO MR. REINHARDT HIMSELF, I HEARTILY APPLAUD NEW USIA DIRECTIONS REFLECTED IN HIS "GUIDELINES" AND WISH HIM WELL. WHAT FOLLOWS SPRINGS FROM MY OWN BELIEF THAT "PUBLIC DIPLOMACY" IS INSEPARABLE FROM
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OUR OTHER DIPLOMATIC ACTIVITIES AND MUST BE INTEGRAL FACTOR IN OUR TOTAL PLANNING -- EVEN IN SMALL POST LIKE KIGALI WITH NO USIS PERSONNEL AND PRACTICALLY NO INFO/CULTURAL BUDGET.

2. OUR PARM (KIGALI REFTELS) REFLECTS THIS VIEWPOINT. THAT DOCUMENT IDENTIFIED FIVE OBJECTIVES KEYED TO U.S. INTERESTS:
-- INCREASED FOOD PRODUCTION

- EFFECTIVE STEPS TO CHECK POPULATION GROWTH
- GREATER RWANDAN UNDERSTANDING AND COOPERATION ON GLOBAL ISSUES
- CONTINUEND GOR MODERATION ON REGIONAL MATTERS
- PROGRESS ON HUMAN RIGHTS AND ETHNIC INTEGRATION.

3. PARM STRESSED THAT GREATER INFO/CULTURAL ACTIVITY WAS ESSENTIAL TO ACHIEVING ALL FIVE OBJECTIVES, BUT POINTED OUT EXTREME HANDICAP UNDER WHICH WE HAVE OPERATED IN THIS FIELD SINCE USIA "CLOSED" ITS POST HERE IN 1971 AND WITHDREW ALMOST ALL SUPPORT.

4. NOTE THE INFORMATIONAL INGREDIENT AMONG COURSES OF ACTION LISTED IN OUR PARM:

- "ESTABLISH TECHNICAL RESOURCE LIBRARY WITHIN CULTURAL CENTER TO INCREASE AVAILABILITY OF DUCUMENTS, FILMS, AND TRAINING TOOLS PERTINENT TO RURAL DEVELOPMENT/AGRICULTURE/DEMOGRAPHY."
- "MAKE BOLDER DIPLOMATIC EFFORTS TO IMPRESS DECISION-MAKING RWANDANS WITH NEED FOR EFFECTIVE POPULATION PLANNING MEASURES."
- "REORGANIZE AND REVAMP CULTURAL CENTER ACTIVITIES, AND HIRE COMPETENT NEW LOCAL DIRECTOR, TO GIVE MORE DIRECT AND DYNAMIC SUPPORT TO U.S. OBJECTIVES AND PROGRAMS."
- "REFINE AND AUGMENT DIPLOMATIC/PROPAGANDA TECHNIQUES FOR ASSURING FLOW OF SELECTED INFORMATION ON U.S. POLICIES, ACTIONS, AND VALUES TO GOR DECISION-MAKERS AND RWANDAN ELITE."
- "THROUGH DIPLOMATIC AND INFORMATIONAL MEANS, EMPHASIZE TO RWANDAN OFFICIALS AND ELITE IMPORTANCE ATTACHED BZ USG TO RESPECT FOR HUMAN LIMITED OFFICIAL USE

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RIGHTS ELSEWHERE."

5. AND SO FORTH. INDEED, AMONG FIFTEEN LISTED COURSES OF ACTION FULLY EIGHT HINGE UPON UPGRADING OUR "PUBLIC DIPLOMACY." IN A WORD, OUR PROBLEM IS NOT SO MUCH ENSURING THAT USIS PROGRAMS SUPPORT U.S. POLICY OBJECTIVES AS HAVING NO USIS RESOURCES TO APPLY.

6. PRETTY MUCH ON OUR OWN, WITH ONLY DOLS 14,000 IN USIA BUDGETARY SUPPORT FOR FY 77 (7000 GOE/7000 DSA), WE'VE SET ABOUT ACCOMPLISHING OUR PARM OBJECTIVES:

- MY PREDECESSOR SCRAPED UP FUNDS TO PURCHASE A VTR, AND WE'RE NOW BEGGING, BORROWING, AND SHOWING VTR TAPES TO FASCINATED TARGET AUDIENCES; BUT WE HAVE NOWHERE NEAR ENOUGH TAPES TO MEET OUR NEEDS AND CAN'T AFFORD THEM.
- WE'VE INSTITUTED A HIGHLY SUCCESSFUL PROGRAM OF ENGLISH CLASSES AND A VERY POPULAR ENGLISH CLUB, STAFFED BY SPOUSES AND LOCALS, AND ATTENDED BY MANY HIGH-LEVEL RPT HIGH-LEVEL GOR OFFICIALS; BUT OUR QUARTERS ARE CRAMPED TO BURSTING POINT.
- WE OBTAIN EUROPEAN WIRELESS FILE (IN ENGLISH, UNFORTUNATELY) "BOOTLEGGED" VIA TELEX FROM BONN OVER OUR PRIMITIVE STATE COMMUNICATIONS, AND WE FAN OUT PERTINENT ITEMS TO LOCAL TARGETS,

TRANSLATED WHEN POSSIBLE: BUT OUR STATE-PURCHASED RADIOS FOR AFRICA FILE STILL AWAIT USIS INSTALLATION.

-- WE PUBLISH A MONTHLY INFORMATION BULLETIN, DRAWING ON USIA-SUPPLIED PRINTED MATERIALS BUT ADDING OUR OWN ITEMS KEYED TO PARM INTERESTS AND OBJECTIVES; BULLETIN REACHES 550 RWANDAN TARGETS, AND I CAN ATTEST THAT IT IS READ (RWANDAN HAS NO DAILY NEWSPAPER AND ONLY TWO WEEKLIES).

-- AND WE HAVE JUST HIRED AN EXTRAORDINARILY QUALIFIED CANADIAN WOMAN WITH DEGREES IN LIBRARY SCIENCE AND DOCUMENTATION, FLUENT IN BOTH FRENCH AND ENGLISH, EXPERIENCED IN THEATER AND THE ARTS, AND MARRIED TO RWANDAN VICE DEAN OF NATIONAL UNIVERSITY, TO MANAGE AND "REVAMP" OUR CULTURAL CENTER.

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STATE FOR MOOSE

USIA FOR REINHARDT

7. BUT THESE HOME-GROWN EFFORTS ARE NOT ENOUGH. TO QUOTE AGAIN FROM PARM (SINCE IT SEEMS LOST IN BOWELS OF WASHINGTON): "WEAKEST MISSION LINK IN ACHIEVING OBJECTIVES OUTLINED ABOVE LIES ON INFORMATION/CULTURAL SIDE. LONG-AWAITED WIRELESS FILE, FUNDED BY STATE, WILL HELP BUT IS ONLY A START. GETTING OUR MESSAGE TO DECISION-MAKERS (IN A COUNTRY WITH PRACTICALLY NO 'MEDIA' IN USUAL SENSE) AND ENHANCING RWANDAN UNDERSTANDING OF U.S. POLICIES AND VALUES REQUIRE SUBSTANTIALLY GREATER RESOURCE INPUT THAN PRESENT PALTRY DOLS 14,000 USIA FUNDS. WE BADLY NEED TO REFINER OUR INFORMATIONAL TECHNIQUES. OUR CULTURAL CENTER IS DECREPIT AND ITS SUPPLY OF BOOKS/FILMS/TAPES/EQUIPMENT BADLY OUTDATED. OUR HIGHLY SUCCESSFUL ENGLISH TEACHING PROGRAM NEEDS MUCH MORE SUPPORT. WE HOPE TO ESTABLISH USEFUL TECHNICAL LIBRARY IN PROGRAM-RELATED FIELDS; AND WE ENVISAGE CULTURAL SERIES

DESIGNED TO EMPHASIZE U.S. POLICIES AND VALUES IN RURAL DEVELOPMENT, HUMAN RIGHTS, RACE RELATIONS. WE DO NOT RPT NOT BELIEVE USIA RESIDENT AMERICAN PERSONNEL ESSENTIAL FOR THIS PURPOSE; RATHER, I PROPOSE TO ASSIGN NEW DCM FULL RESPONSIBILITY FOR STRENGTHENING INFORMATIONAL/CULTURAL ACTIVITY AND UPGRADING LOCAL STAFF. HOWEVER, INCREASED USIA FUNDING AND REGULAR LIMITED OFFICIAL USE

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TDY VISITS OF SPECIALISTS ARE URGENTLY NEEDED, LATTER PERHAPS ON 'ROVING' BASIS AS RECOMMENDED BY INSPECTORS."

8. SINCE PARM WAS DRAWN UP, MR. REINHARDT HAS PROMISED THAT ORPHAN POSTS LIKE KIGALI WILL RECEIVE PRIORITY CONSIDERATION FOR ASSIGNMENT OF USIA PERSONNEL IN FUTURE, AND WE REJOICE AT THIS POSSIBILITY. BUT MEANWHILE OUR NEED FOR INCREASED FUNDS, MATERIALS, AND EQUIPMENT ARE EVEN MORE URGENT THAN OUR NEED FOR A PAO: WE COULD EFFECTIVELY USE THREE TIMES THE PRESENT ALLOCATION (DETAILS ON REQUEST).

9. IN KIGALI, EVERY ONE OF US IS ENGAGED, IN ONE WAY OR ANOTHER, IN "PUBLIC DIPLOMACY", AND WE ARE HEARTENED BY THE POSITIVE APPROACH AND HELPFUL INTEREST IN AFRICA OF THE PRESENT ADMINISTRATION, BOTH AT STATE AND AT USIA. BUT WE MUST ALSO HAVE THE MEANS TO DO THE JOB. JOINTLY, CAN YOU FIND A WAY TO SUPPLY THEM?

10. DRAFTER: AMB.
CRIGLER

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